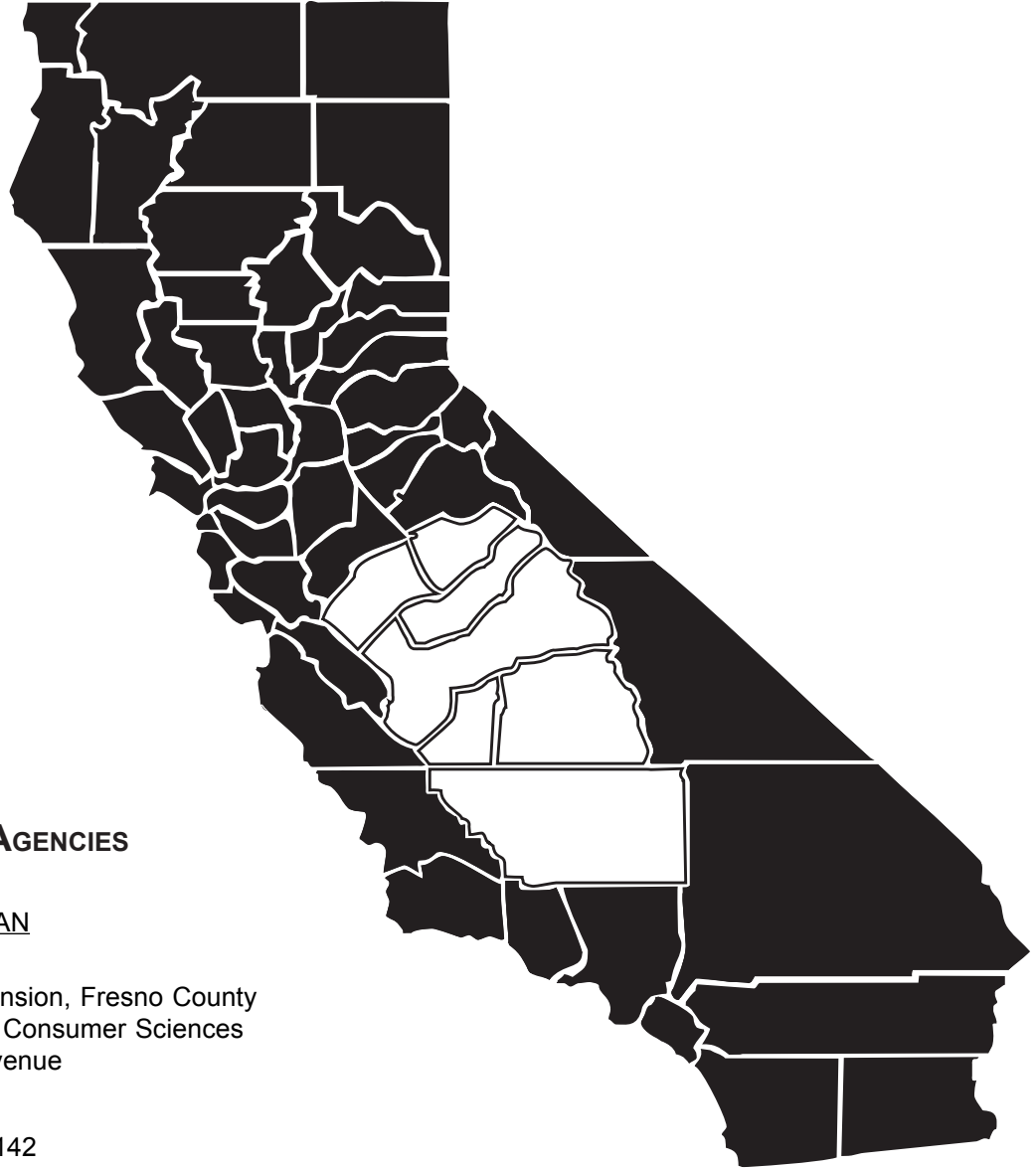


Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties



REGIONAL LEAD AGENCIES

California Project LEAN

Patty Minami
UC Cooperative Extension, Fresno County
Nutrition, Family and Consumer Sciences
1720 South Maple Avenue
Fresno, CA 93702

Phone: (559) 456-7142
Fax: (559) 456-7575
Email: plminami@ucdavis.edu

5 a Day-Power Play! Campaign

Jaci McFerren
UC Cooperative Extension, Fresno County
1720 South Maple Avenue
Fresno, CA 93702

Phone: (559) 456-7275
Fax: (559) 456-7575
Email: jdmcferren@ucdavis.edu

Latino 5 a Day Campaign

Eustolia Ruiz
UC Cooperative Extension, Fresno County
1720 South Maple Avenue
Fresno, CA 93702

Phone: (559) 456-7551
Fax: (559) 456-7575
Email: ruiz@ucdavis.edu

CALIFORNIA STATE UNIVERSITY, FRESNO, CENTER FOR HEALTH & HUMAN SERVICES

LIA—College/University Channel

Debra M. Harris, PhD	Local Share:	\$200,527
4910 N Chestnut Ave	State Share:	\$100,264
Fresno, CA 93726-1852	Year First Funded:	FFY 1999
Phone: (559) 278-2966		
Fax: (559) 278-7191		
Email: dharris@csufresno.edu		

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, Vietnamese, Hmong, Cantonese, Armenian, English

Settings

Community Center; School

Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Stone Soup Community Ctr.; Central Valley Health and Nutrition Collaborative

Description

The goal of the *Network* project at California State University, Fresno is to increase the knowledge base of students, educators, health professional, and consumers about the nutrition and physical activity needs of low-income families. The project promotes the use of a project developed integrated nutrition and physical activity curriculum and resource materials for interdisciplinary use on campus and in community projects throughout the San Joaquin Valley. The project promotes the consumption of 5 fruits and vegetables a day as well as 30 minutes of physical activity a day for adults and 60 minutes a day for children. The project also seeks ways to increase participation in USDA nutrition assistance programs.

The project has three primary objectives:

1. Conduct nutrition and physical activity training programs targeted to community health professionals and consumers, with emphasis on: foster care parents, health professionals, day care providers, low-income family members, and students and families at school-based sites.
2. Provide university based, faculty supported professional consultation to *Nutrition Network* Local Incentive Awardees to assist with the planning and evaluation of services in the Central Valley region of California.
3. To influence community and professional decision making groups and individuals regarding the importance of nutrition and physical activity to children within the unified school districts of Fresno County.

FARMERSVILLE UNIFIED SCHOOL DISTRICT*LIA—School/District Channel***Lucia Vazquez**

Project Director
 586 South Farmersville Blvd
 Farmersville, CA 93223

Phone: (559) 735-4704

Fax: (559) 733-7587

Email: lvazquez@farmersville.k12.ca.us

Local Share: \$90,000**State Share: \$47,500****Year First Funded: FFY 1999**Target Audience

- Ages: Grades 1-12
- Ethnicities: Latino (84%)
- Language: Spanish, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; Central Valley Health and Nutrition Collaborative

Description

Farmersville is a small rural town located in the agricultural valley of Central California. The population is approximately 8,000 people, with 84 percent Hispanic and approximately 90 percent eligible for free and reduced school meals. The school district has an enrollment of 2,300 K-12 students at 5 school sites. As a fifth year *Nutrition Network* awardee, annual events that provide nutrition education and promote physical activity throughout the K-12 level will be maintained. These include major events such as: the Junior High Fun and Fitness Fair, planned and executed by High School Students; the Cinco de Mayo Salsa Contest; the Teacher Appreciation Breakfast; and Dia del Nino, where High School advocates present nutrition lessons and model structured physical activities for grades 3-5. In addition, nutrition education resources are made available to district teachers. Examples of provided resources include picture books for K-3 teachers, as well as food and equipment for use in district-wide classroom cooking and food experience demonstrations. Their strongest asset has been the growth and acceptance of the high school Food On The Run advocates, the core work force for most projects including the success of the district-wide 1% milk campaign.

FRESNO COUNTY DEPARTMENT OF COMMUNITY HEALTH*LIA—Local Health Department Channel*

Kathleen Grassi	Local Share:	\$381,667
Division Manager	State Share:	\$190,833
P.O. Box 11867	Year First Funded:	FFY 2002
Fresno, CA 93775		
Phone: (559) 445-3276		
Fax: (559) 445-3360		
Email: kgrassi@fresno.ca.gov		

Target Audience

- Ages: Adults
- Ethnicities: Latino (95%); Caucasian (5%)
- Language: Spanish, English

Settings

Community Center

Partners

6 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; American Cancer Society; California Health Collaborative; Central Valley Women's Health Partnership

Description

In 2002-03, the Fresno County Department of Community Health's *Nutrition Network* award will be used to develop a pilot program that will train Community Health Workers, known as Compañeras De Salud, to support Latinas to adopt recommended practices regarding nutrition and physical activity as these relate to chronic disease risk reduction.

Trained Compañeras will support community-centered nutrition and health education activities, assist Latinas to identify and use local health resources and advocate for new resources or programs such as walking clubs within their communities.

The pilot program will incorporate the Compañeras into a larger women's health initiative administered by the County called Valley Women Care. Valley Women Care organizes Clubs in rural and urban communities where low-income Latinas reside. Monthly club meetings offer information and skill-building activities, in Spanish and English, that support health promoting behaviors.

The Compañeras will support Club activities, serve as positive role models for healthy lifestyle choices and assist Latinas in their communities to adopt health promoting practices for themselves and their families.

FRESNO COUNTY OFFICE OF EDUCATION*LIA—County Office of Education Channel*

Linda Shelton, MS, RD
 Wellness and Nutrition Coordinator
 1111 Van Ness Avenue
 Fresno, CA 93721-2000
 Phone: (559) 497-3772
 Fax: (559) 497-3704
 Email: lshelton@fcoe.k12.ca.us

Local Share: \$301,163
State Share: \$150,581
Year First Funded: FFY 1999

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (11.5%); African American (7%); Latino (50.6%); Native American (0.9%); Pacific Islander (0.2%); Caucasian (28.9%); Other (0.8%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School; Grocery Store

Partners

13 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension

Description

For this current year, the emphasis of Fresno County Office of Education award is to conduct a needs assessment with two school districts using the School Health Index and the California Healthy Kids Survey. This is the first step needed to plan and implement long lasting activities that can continue and perpetuate themselves. The development of specific goals and objectives for each campus will follow in order to plan strategies for the campus that support the increased consumption of five fruits and vegetables a day, physical activity promotion and decreased access to and consumption of minimal nutrition food items.

Planned events include three SPARK workshops, and Leadership Training workshops for students at our targeted school sites. The "Powermid Craze" TV show continues in reruns and will soon be accessible via the website, www.fcoe.k12.ca.us. These activities continue to build on the successes of previous years' work.

FRESNO METRO MINISTRIES*Food Security Special Project***Edith C. Jessup**

1055 N. Van Ness, Suite H
Fresno, CA 93728

Phone: (559) 485-1416

Fax: (559) 485-9109

Email: edie@fresnometmin.org

Grant Amount:

\$52,000

Year First Funded:

FFY 2000

Target Audience

- Ages: All Ages
- Ethnicities: Asian (20%); African American (10%); Latino (33%); Native American (2%); Pacific Islander (2%); Caucasian (30%); Arabic/Indian (3%)
- Language: Spanish, Vietnamese, Hmong, Khmer, Armenian, English, Arabic, Hindu, Russian, Over 100 Languages spoken in Fresno

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization; Community Gardens/Agriculture

Description

This third year food security project provides community organizing, advocacy, and leadership activities in Fresno County aimed at promoting policy changes and actions to improve short-term and long-term access of low-income residents to the food and nutrition they need in the region.

Specifically, the project has established a Food Stamp Advocacy Group comprised of at least ten community-based organizations (CBOs), representatives of key public agencies, and at least seven low-income cultural and ethnic groups to assure a successful transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in the spring and summer of 2003. In addition, a workshop for 35-50 farmers, farmers market representatives, and low-income consumers will be convened to explore increase opportunities for expanding the demand and availability of local produce at farmers markets and other venues in the community.

The project will also be one of the sites for the Community Food Security Coalition's (CFSC) "Community Food System Assessment" project (also funded by the *California Nutrition Network*). Twenty low-income people from the community and up to ten college and/or high school students will be trained to use the assessment tool developed by CFSC in at least four languages in two City County Districts and two County Supervisor Districts.

The project will continue to hold monthly educational forums (11) and task group meetings (9) to educate the public and elected officials about such topics as the health effects of obesity, poor diet, lack of physical activity, and the development of legislative recommendations and proposals for state and federal enactment designed to reduce barriers to public food assistance program participation. The project will also seek to increase utilization of public school nutrition programs such as the School Breakfast, School Lunch, and after school program Snack Program, and Summer Food Program.

FRESNO UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Sharon Owyang	Local Share:	\$437,071
Project Director	State Share:	\$218,536
3132 East Fairmont Avenue Bldg 5	Year First Funded:	FFY 2001
Fresno, CA 93726		
Phone: (559) 248-7175		
Fax: (559) 227-5314		
Email: sgowyan@fresno.k12.ca.us		

Target Audience

- Ages: Grades 6-12
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; Central Valley Health and Nutrition Collaborative

Description

Fresno Unified School District, the fourth largest school district in California, is a large ethnically and linguistically diverse district. The district has established several community partnerships and utilizes the Project LEAN program to implement a comprehensive nutrition education program at six high schools and three middle schools with greater than 50 percent free and reduced lunch eligibility. The program is implementing a comprehensive approach to nutrition education that uses multiple strategies involving the school, peers, community, and family. Program activities are based on the social learning theory and designed to convey information, teach decision-making skills, change perceived social norms regarding eating and physical activity, and provide activities in a culturally relevant and participatory manner to create a school environment that supports healthy eating. The partnership with School Food Service resulted in a 15 percent increase in student school lunch participation during the 2001-2002 school year. The goals for the current year will hope to increase meal participation by another 5 percent. The program priorities will increase student, school staff, parent and community understanding of the important link between healthy eating and academic achievement. Activities are aligned with the California Health Framework unifying ideas and State Foods and Nutrition content standards. Student advocacy is a key a strategy to increase participation in school meal programs and promote nutrition education among stakeholders to affect future policy change.

GREENFIELD UNION SCHOOL DISTRICT*LIA—School/District Channel*

Linda Raygoza	Local Share:	\$188,488
5400 Monitor Street	State Share:	\$94,244
Bakersfield, CA 93307	Year First Funded:	FFY 2000
Phone: (661) 837-3720		
Fax: (661) 837-3723		
Email: raygozal@gfusd.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-5, 7, 8; Young Adults; Adults; Seniors
- Ethnicities: Asian (3%); African American (13%); Latino (60%); Caucasian (21%); Other (3%)
- Language: Spanish, Vietnamese, English, Punjabi

Settings

Community Center; School; preschools

Partners

20 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; College/University; University of California Cooperative Extension; Local Department of Social Services; Local WIC; Farmers; Nurseries; Central Valley Health and Nutrition Collaborative

Description

The Greenfield School District offers nutrition education to students in grades K-6. During the 2001-2002 school year, nutrition education and activities were presented to over 5,300 students district wide. Seven elementary schools and two middle schools participated in this project. The *5 a Day—Power Play!* program is used with the fourth-sixth grades. The fifth graders make 5 a Day commercials that are video taped and shown during lunch time in the cafeteria. The fourth-grade students came up with a 5 a Day slogan (PSA) that they present during morning announcements at each school site. The teachers, students, and principals love doing this activity. All grades have nutrition education on the Food Guide Pyramid and participate in fruit and vegetable taste testing. There is a high population of Hispanics in the district so cactus was brought in for everyone to try. Many students and teachers had never tried cactus before and really liked it. The kindergarten classes try unsweetened cereal with fruits and nuts and emphasize that there is no need to use sugar. Garden Clubs with the fourth- and fifth-grade students in the after-school program were very successful. The students had garden boxes and did everything from painting the boxes to filling them with dirt, planting and harvesting. They planted collard greens, lettuce, cucumbers, radishes, carrots and strawberries. The students were so excited to see the garden grow. They were able to make a salad and have extra vegetables to take home for their family to try.

KERN COUNTY DEPARTMENT OF PUBLIC HEALTH*LIA—Local Health Department Channel*

Cosmas George, MD, MPH	Local Share:	\$250,000
1800 Mt. Vernon Street	State Share:	\$125,000
1st Floor	Year First Funded:	FFY 1999
Bakersfield, CA 93306		
Phone: (661) 868-0388		
Fax: (661) 868-0263		
Email: georgec@co.kern.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (3%); African American (25%); Latino (55%); Pacific Islander (3%); Caucasian (17%)
- Language: Spanish, Vietnamese, Tagalog, Korean, English

Settings

Community Center; Clinic; School; Farmers' Market; Faith Organization

Partners

8 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; American Heart Association; American Cancer Society; Central Valley Health and Nutrition Collaborative

Description

The Kern County Department of Public Health Nutrition Project is in its fifth year with the California Department of Health Services *Nutrition Network*. The project targets local elementary city school districts receiving free and reduced meals, low-income families, and adults receiving food stamps. For fiscal year October 1, 2002–September 30, 2003, the focus has expanded to target health disparities in Kern County communities. A new project to reach African American Women titled “Sisters Gett’n Fit” was implemented, which is focused on the concepts of good nutrition, physical activity, and healthy weight maintenance. The same concepts have also been incorporated into the Faith Based Health Initiative recently launched at the Southside Seventh Day Adventist Church in Bakersfield, targeting both African-American and Hispanic communities. Five other churches have also shown interest.

Partners, including the American Heart Association, New Spirit Women’s Group, Kaiser Permanente, Bakersfield City School District, University of California Cooperative Extension, American Cancer Society, and local news media, have been instrumental in generating interest, awareness, and the success that has been enjoyed so far. They have successfully reached over 50,000 individuals through activities such as workshops, ethnic food preparations and tasting, news releases, presentations, events, health fairs and educational and promotional materials distribution. The overall goal to improve the quality of life and prolong life expectancy for all Kern County residents is on track for success. Feedback from 90 percent of participants expressed approval and satisfaction with their experiences.

KERNVILLE UNION SCHOOL DISTRICT FAMILY RESOURCE CENTER*LIA—School/District Channel*

Nancy Puckett	Local Share:	\$243,174
P.O. Box 2905	State Share:	\$121,587
Lake Isabella, CA 93240	Year First Funded:	FFY 1999
Phone: (760) 379-2556		
Fax: (760) 379-1257		
Email: napucke@zeus.kern.org		

Target Audience

- Ages: PreKindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (1%); Latino (8%); Native American (4%); Pacific Islander (2%); Caucasian (85%)
- Language: English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Restaurant; Faith Organization; Health fairs; Case managed families

Partners

30 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Kern Valley Healthcare District

Description

The Kernville Union School District and Kern River Valley Collaborative support four nutrition education goals through school and community programs.

1. Increase community participation and knowledge of the "Start Healthy, Stay Healthy" Collaborative and *California Nutrition Network's 5 a Day* and Physical Activity programs. Schools are assessed utilizing the School Health Index and *California Nutrition Network*-sponsored activities and trainings are attended. A KUSD website and monthly newsletter promote our programs.
2. Provide education on the importance of the 5 a Day and physical activity plan to KUSD K-8 students. Regular and after school programs provide classroom instruction in eating healthy foods, cooking alternative snacks and collecting recipes into a cookbook, and maintaining two school site gardens. Future Farmer of America students provide mentorship to students with high school Ag Farm field trips. Students attend field trips to Farmers' Markets and grocery stores.
3. Increase healthy eating habits through food budget management and individualized and small group nutrition classes. Family Resource Center case managed families are provided referrals to the Food Stamp Program, nutrition education, and budgeting courses as part of their family plan. Nutrition classes for seniors are provided throughout the year.
4. Increase community awareness and knowledge on the importance of the 5 a Day and physical activity plan. Three community-based Health Fairs are sponsored and two school-wide nutrition and physical activity fairs are presented at each school site.

LAMONT SCHOOL DISTRICT*LIA—School/District Channel*

Yolanda Romero	Local Share:	\$238,710
8201 Palm Avenue	State Share:	\$119,355
Lamont, CA 93241	Year First Funded:	FFY 1999
Phone: (661) 845-2724 x313		
Fax: (661) 845-5114		
Email: yoromer@zeus.kern.org		

Target Audience

- Ages: PreKindergarten; Grades 1-8; Young Adults; Adults
- Ethnicities: Asian (1%); African American (1.5%); Latino (88.9%); Caucasian (8.6%)
- Language: Spanish, English

Settings

School; Community

Partners

8 partners from: School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; South Valley Neighborhood Partnership; Central Valley Health and Nutrition Collaborative

Description

Located in the Central Valley where 70 percent of the residents are more than 200 percent below the poverty level and greater than 90 percent of our students are on free or reduced lunch program. The goals of this project are to increase awareness and participation in the 5 a Day program; expand nutrition education and physical activity promotion; increase healthy eating through nutrition and food budget management classes; increase community awareness of the relationship between good nutrition, regular exercise and good health; and provide early education about the importance of nutritious eating habits.

Activities implemented to carry out these goals are: provide Kindergarten- through eighth-grade students opportunities to apply nutrition education principles learned in the classroom to new situations; after school nutrition and physical activity classes for students grades K-8 (Nutrition Olympics at all 4 school sites, SPARK one-day demonstration for the staff); presenting nutrition education and awareness in the community (health fairs, harvest festivals, parent/youth conferences and *Eat 5 a Day* holiday float); outreach activities to other agencies and organizations, utilizing the media regarding the 5 a Day program; and a new school mural at the middle school promoting the link between good nutrition, physical activity and health.

MADERA UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Kathleen Gropp	Local Share:	\$413,959
1902 Howard Road	State Share:	\$206,980
Madera, CA 93637	Year First Funded:	FFY 2002
Phone: (559) 675-4500		
Fax: (559) 675-4526		
Email: gropp_k@madera.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (0.5%); African American (3.5%); Latino (79%); Native American (0.5%); Caucasian (15%); Other (1.5%)
- Language: Spanish, English

Settings

School

Partners

4 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Central Valley Health and Nutrition Collaborative

Description

This school district's activities for this year include:

- Providing at least 5 nutrition education lessons and physical activity promotion for students in grades 4-6 at 13 qualifying elementary sites.
- Providing 9 nutrition education lessons and physical activity promotion to students in grades 7 and 8 at five qualifying K-8 sites.
- Providing cooking classes to 7/8 grade students in an after school program to increase awareness, knowledge of safe food handling practices, preparation and consumption of five servings of fruits and vegetables.
- Developing a NAC at one qualifying elementary site and conduct the School Health Index in order to draft a school wide healthy eating and physical activity policy.
- Increasing community awareness of the need to increase daily fruit and vegetable intake, physical activity, and awareness and information of Federal Nutrition programs by hosting and participating in "Spring Into Health" and other community health fairs, as well as school site Open Houses and Back to School Nights.
- Providing SPARK training for 30 K-2 teachers from 13 qualifying elementary sites.

SELMA, CITY OF*Healthy Cities and Communities Special Project***Roseann Galvan**

Community Volunteer Coordinator

1710 Tucker Street

Selma, CA 93662

Phone: (559) 896-8134

Email: roseanng@cityofselma.com

Grant Amount:**\$25,000****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 6-12
- Ethnicities: Asian (3.1%); Latino (71.7%); Native American (0.6%); Caucasian (22.3%)
- Language: Spanish, English

Settings

School; Farmers' Market

Partners

Schools; Parks and Recreation; Chamber of Commerce; Local farmers; Local hospital

Description

The City of Selma expanded its participation with California Healthy Cities and Communities (CHCC) through a 2002-2003 grant with the *Network*. In alignment with its goal of improving the health of all residents, Selma will accomplish the following objectives:

- Determine the feasibility of establishing a Farmers' Market to enhance food security and access to healthy foods for residents;
- At least 200 residents will attend the newly established Farmers' Market, of whom 50 will register to be a part of a nutrition class that will accompany next year's Farmers' Market;
- 200 youth in the Selma Summer Camp will engage in nutrition education activities, including cooking classes, taste testings and promotion of physical activity and consume at least five servings of fruits/vegetables each day for 8 weeks; and
- Eight summer camp youth leaders will use input from at least 200 campers to develop and present a food policy recommendation to the City Council on strategies to improve healthy eating and physical activity among youth in Selma.

Recently the Chamber of Commerce launched "First Fridays." This program closes Main Street on the first Friday of the month to host an open-air market. Downtown businesses have sidewalk sales, the Chamber provides entertainment, and the participation of food and craft vendors complete the festive atmosphere. The Chamber of Commerce would like to partner with the City and expand this program to include a farmers' market. The feasibility study will provide an in-depth analysis of this opportunity.

In November 2002 CHCC staff met with the Director of Parks and Recreation and the Community Services and Volunteer Coordinator to discuss progress on the fitness trail to promote physical activity, the farmers' market, and the summer camp. CHCC staff and the Community Services and Volunteer Coordinator co-presented in a breakout session titled "Engaging Youth As Community Partners in Asset Based Youth Development Efforts" during the 2002 Youth VISTA conference, sponsored by the California Health And Human Services Agency, held on November 18-19 in Sacramento.

TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY—WIC PROGRAM

LIA—Local Health Department Channel

Peggy Redfern, RD	Local Share:	\$652,756
County of Tulare HHSA WIC Program	State Share:	\$326,378
115 East Tulare Avenue	Year First Funded:	FFY 2002
Tulare, CA 93274		
Phone: (559) 685-2519 x242		
Fax: (559) 685-2695		
Email: predfern@tularehhsa.org		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (2.5%); African American (1.8%); Latino (81.9%); Native American (0.4%); Caucasian (13.4%)
- Language: Spanish, Hmong, English, Lahu, Mien, Chinese

Settings

Community Center; Clinic; Grocery Store; Community Agencies and Organizations, WIC, Food Pantries

Partners

Schools; Local Health Department; Hospital; FoodLink, Family Referral Education Empowerment collaborative; Central Valley Health and Nutrition Collaborative

Description

Tulare County Nutrition Collaborative (TCNC) began in early 2000 with a series of informal discussions about food insecurity. The dual concerns about what Tulare County residents eat and how much they eat remain a major focus of the TCNC. The collaborative partner programs specifically target low-income, multi-ethnic members of the community, to promote the awareness and practice of healthy nutritional behaviors and the importance of physical activity. Partners represent the public and non-profit sectors. Strategies to access the target audience include nutrition classes for the Women, Infants and Children's Program (WIC); *Latino 5 a Day Campaign* Spanish-speaking public service announcements; "Walk With a Pet" events with the Tulare County SPCA; culturally appropriate cooking demonstrations with the Diabetes Community Intervention Program, and the distribution of nutrition education with emergency food via food pantries from FoodLink of Tulare County. A partnership with Community Agencies in Action will provide the "Family Challenge" this spring to over 1,000 families—tool kits with weekly educational and resource materials encouraging participants to develop healthier eating practices and increase physical activity over a 10-week period.

The TCNC is also committed to enhancing and increasing its activities and influence through collaborative development, capacity building and recruitment.

TULARE COUNTY OFFICE OF EDUCATION, SCHOOL HEALTH PROGRAMS

LIA—County Office of Education Channel

Nani Nielson	Local Share:	\$736,400
7000 Doe Avenue	State Share:	\$368,200
Building 300	Year First Funded:	FFY 2002
Visalia, CA 93291		
Phone: (559) 651-0130		
Fax: (559) 651-0172		
Email: nanin@ford.tcoe.k12.ca.us		

Target Audience

- Ages: Grades 1-12
- Language: Spanish, English

Settings

School

Partners

Schools; Central Valley Health and Nutrition Collaborative

Description

Tulare County Office of Education School Health Programs, Exeter Union Elementary School District, Lindsay Unified School District, and Pixley Union School District have united efforts to promote the likelihood that program participants will consume 5 servings of fruits/vegetables per day and increase physical activity to 30 minutes a day (adults), 60 minutes (children and youth).

Services will be provided to approximately 6,000 students in kindergarten through grade twelve located in rural communities within Tulare County. Approximately 78 percent of these students qualify for free or reduced lunches. Students, parents and community members will benefit from services provided by these agencies. The goal of this project is to provide appropriate nutritional activities, curriculum and resources to encourage an improved quality of nutritional intake and to increase levels of participants' physical activity.

These goals will be accomplished through the following activities:

- Needs assessment/formative research of the target audience.
- Develop a strategic plan/timeline for activities and provide overall coordination and tracking of progress on Scope of Work objectives.
- Purchase culturally sensitive lesson plans, training materials and educational materials/supplies.
- Develop and implement evaluation tools (surveys, pre/post tests, etc.).
- Develop and maintain strategies to incorporate healthy foods into the district, including fundraisers, farmers market programs, and after-school programs.
- Review and assess current nutrition policy and revise and modify as needed to meet the nutritional needs of the school community and project related conferences and workshops.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY*5 a Day–Power Play! Campaign*

Jaci McFerren	Grant Amount:	\$105,000
UC Cooperative Extension, Fresno County	Year First Funded:	FFY 1999
1720 South Maple		
Fresno, CA 93702		
Phone: (559) 456-7275		
Fax: (559) 456-7575		
Email: jdmcferren@ucdavis.edu		

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Fresno County acts as the Central Valley Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 97,000 impressions with the region's 48,400 low-income 9- to 11-year-old children. The Central Valley Region includes Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare counties.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY*Latino 5 a Day Campaign***Eustolia Ruiz**

Regional *Latino 5 a Day* Marketing Manager
 1720 South Maple Avenue
 Fresno, CA 93702

Phone: (559) 456-7551

Fax: (559) 456-7575

Email: ruiz@ucdavis.edu

Website: cefresno.ucdavis.edu

Grant Amount:

\$105,000

Year First Funded:

FFY 2001

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

12 partners

Description

The University of California Cooperative Extension, Fresno County serves as the regional lead agency for the *California Latino 5 a Day Campaign*. UCCE, Fresno County is responsible for implementing the *Campaign's* community-level interventions throughout the Central Valley Region, which includes Fresno, Kern, Kings, Madera, Merced, and Tulare counties. UCCE also oversees the Central Valley *Latino 5 a Day* and *5 a Day–Power Play!* steering committees.

In 2003, the Central Valley lead agency will seek to reach 235,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events that cater to the Latino audience. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media including Spanish-language and Latino-targeted English language television, radio, and print outlets. As part of the first media tour, the Central Valley lead agency will play a central role in unveiling the *Campaign's* new mural, which will be featured on mobile billboards and other print applications. Lastly, the Central Valley lead agency will continue its involvement with the Central Valley Health and Wellness Collaborative and provide technical assistance on reaching the Latino community with the 5 a Day and physical activity messages.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO: NUTRITION, FAMILY AND CONSUMER SCIENCES

California Project LEAN Regional Lead Agency

Patty Minami

Program Manager
1720 South Maple Avenue
Fresno, CA 93702
Phone: (559) 456-7142
Fax: (559) 456-7575
Email: plminami@ucdavis.edu

Grant Amount: \$117,700

Bone Health Grant Amount: \$50,000

Target Audience

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Latino; Caucasian
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store

Partners

40 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC

Description

The Central Valley LEAN lead agency coordinates a coalition of partners to address community issues related to nutrition and/or physical activity. Regional staff have organized and facilitated the workgroups and meetings of the Central Valley Health and Nutrition Collaborative. The region surveyed all *Network*-funded Local Incentive Awardees and Special Projects for training needs and will provide training opportunities based on this assessment. Technical assistance is provided to regional projects.

Regional staff serves as the expert for media inquiries and activities occurring in the region and coordinate activities for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project targets increased consumption of 1% lowfat milk in three specific Fresno markets. The region also conducts activities related to the California Bone Health Campaign. The collection of data from their 2002 Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latino mothers will be completed and the 2003 campaign will be implemented in the targeted Fresno community. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and Promotoras de Salud (community health workers)-led classes for the target audience. Spanish-language radio and television commercials will run in the target area. A policy or organizational change will be identified, strategized, and implemented in 2003.

VISALIA UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Neva Wright	Local Share:	\$94,818
P.O. Box 5004	State Share:	\$47,409
Visalia, CA 93278-5004	Year First Funded:	FFY 2002
Phone: (559) 730-7554		
Fax: (559) 730-7576		
Email: nwright@visalia.k12.ca.us		

Target Audience

- Ages: Grades 4-6; Young Adults; Adults
- Ethnicities: Asian (7%); African American (2.5%); Latino (68%); Native American (1%); Caucasian (21%); Filipino (0.5%)
- Language: Spanish, Hmong, English

Settings

Community Center; School

Partners

5 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Central Valley Health and Nutrition Collaborative

Description

The main focus of the Local Incentive Award for Visalia Unified School District is to increase the student's, staff's and families knowledge of nutrition and the importance of physical activity and to maximize positive experiences in health. The health teachers, physical education teachers and nutrition services staff will receive training, visit model programs and then develop comprehensive, integrated units to address nutrition, physical activity promotion and disease prevention. These units will be conducted in the fourth, fifth and sixth grades at the target schools cooperatively by staff from the three components. Classroom teachers will be made more aware of nutrition issues and the benefits of physical activity through displays in the site staff rooms, newsletters and "health fact" notes placed in their mailboxes. School "open house" nights and special events will provide opportunities for parents to receive information about current nutrition topics and benefits of physical activity through printed materials, games, recipes promoting fruits and vegetables and fun movement activities.